INFORMATION LETTER

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N.C.A. Raw Products TAC To Review Status of Research

The N.C.A. Raw Products Technical Advisory Committee will hold several meetings in the next few months to review progress on vegetable and fruit research and to consider plans for future studies.

Chairmen of each of the five technical subcommittees are to report, at a meeting in Milwaukee November 12, on the season's activity and projected plans. The five subcommittees operating this year are concerned with precision vegetable planters, mobile viners, seed quality, vegetable projects, and fruit projects.

On the day preceding the TAC meeting, November 11, the Pea Improvement Association will hold its annual meeting in Milwaukee, also at the Hotel Schroeder.

The Vegetable Projects Steering Committee of the TAC will meet at N.C.A. headquarters December 16 and the Fruit Projects Steering Committee will meet there December 17. Research personnel from the USDA station at Beltsville, Md., and from New Jersey are planning to attend these meetings, for discussions of research under their direction.

The Vegetable Projects Steering Committee is to hear reports on seed quality research being done at Beltsville by the Agricultural Marketing Service; sampling procedures for tomatoes, being studied at the Maryland Experiment Station; and a final report on work by the USDA on raw product quality evaluation of tomatoes.

The Fruit Projects Steering Committee agenda includes reports on peach breeding projects being conducted by the USDA and at the New Jersey Experiment Station; pear breeding work by the USDA; studies of factors affecting the quality of apples for processing and their relation to the quality of canned apple slices; experimental work on thinning York and Golden Delicious apples; and possibly a report of work on bitter pit of apples.

The schedule of TAC meetings was announced by Max Reeder, chairman of the Technical Advisory Committee.

Syndicated Science Feature Sees Scope of N.C.A. Research

A news feature reporting on the scientific research activities of the N.C.A. has been furnished by Science Service, a science syndicate, to its newspaper and news magazine subscribers across the country for use in editions dated after September 27.

Science Service is a news gathering and feature story agency specializing in science stories, and its staff writers are technically trained. Its clients for science stories include about 65 major daily newspapers, including all of the Scripps-Howard and Booth chains, and also small newspapers, a large national news magazine, scientific organizations, and house organs, totaling 140.

The feature about the N.C.A., about 1,000 words long, was furnished to each of these along with a mat and photograph showing members of the N.C.A. Research Laboratory staff at work in the pilot plant of the Washington headquarters building.

The news feature depicts the broad scope of N.C.A. research activities, covering the various programs of the Research Laboratories in Berkeley, Seattle, and Washington, and also the encouragement of research on raw products.

The feature points out that "literally hundreds of questions important to the health of families and the quality, taste and price of canned foods have been answered, or are in the process of being answered, by 36 chemists, bacteriologists, food technologists, sanitation engineers and other scientists in three of the nation's best equipped and best staffed laboratories.

"The answers are ferreted out by the hard-working men and women in the laboratories, pilot plant and test kitchen of the National Canners Association, the trade group that represents most of America's packers of precooked canned, jarred and bottled foods designed for human consumption," it is stated.

The article points out that the Laboratory staffs make "detailed inspections of canneries, at the owners' requests, to help improve sanitation, get rid of waste products without offending the surrounding community, to make processes more efficient and cheaper."

Also, it is said, "N.C.A. also encourages research on the raw foods used in canning. Field workers even go back to the seed itself in helping canners provide the public tastier foods at lower costs."

A number of the Association's research activities are explained in some detail. Among the work which is mentioned are studies on improving canning processes and developing new sterilization techniques, waste disposal methods, canned foods storage problems, tests for pesticide residues, breeding work on raw products, and utilization of scientific controls over fruit ripening.

In addition to the news and feature service for newspapers, Science Service sells a scientific newsletter to individuals, and it is expected that the story about the N.C.A. will be included in one of these editions.

C.&T.R. Mailing of American Weekly Preprint

The American Weekly of October 5 will include a two-page color feature emphasizing the important contributions of canned foods to deluxe buffet meals. Copies of a preprint of this feature were distributed to the membership this week as part of the Consumer and Trade Relations Program, with the suggestion that N.C.A. members use the preprint as a sales stimulant with their salesmen and brokers.

The mailing included a bulletin pointing out the importance of *The American Weekly* with its readership in more than 10 million homes. The food page by Amy Alden, which is reproduced in the preprint, is rated as the most widely read feature in the magazine, and the article is brought to the canners' attention as another example of a long line of editorial features showing how canned foods, with their built-in conveniences and gourmet qualities, can contribute to informal entertaining.

N.C.A. Set To Take Part in Radio Coordinating Group

A summary report on the activities of N.C.A., in cooperation with other associations interested in the formation of a frequency advisory organization for the Special Industrial Radio Service, was sent last week to all N.C.A. members known to hold licenses in the SIRS. N.C.A. was represented on the special subcommittee which was assigned the task of finding or establishing an organization which could carry out the terms of the FCC order in Docket 11991.

(The new FCC rules were discussed in some detail in the INFORMATION LETTER of August 2, and a report on progress in establishing a frequency coordinating system appeared in the INFORMATION LETTER of August 23.)

Recognizing the importance of two-way radio communications to the canning industry from the standpoint of both present and future use, N.C.A. participated in the meetings leading to the establishment of the new frequency coordinating organization. To safeguard the rights of canners in the Special Industrial Radio Service, N.C.A. is considering joining the new organization to be represented on its board of directors. The function of N.C.A.'s representative in this capacity would be with regard to over-all policy matters of the organization and administration of the national frequency coordinating system.

It is expected that the frequency coordinating organization will be the substantially altered Special Industrial Radio Service Association, SIRSA. It is further anticipated that the new board of directors will meet in late October to formalize and incorporate the frequency coordinating organization.

N.C.A. members who hold licenses in the Special Industrial Radio Service and have not reported this fact to the Raw Products Research Bureau are urged to do so in order that they may be placed on the mailing list to receive future announcements.

Dr. Stier Elected

Dr. H. L. Stier, Director of the N.C.A. Division of Statistics, has been elected to the board of trustees of the Federal Statistics Users' Conference, a group of government and industry personnel who are concerned with the usefulness of statistics. The Conference held its annual meeting in Washington this week.

1958 Pack of Apricots

The 1958 pack of canned apricots totaled 2,344,473 actual cases compared with the 1957 pack of 5,119,747 cases, according to a report by the N.C.A. Division of Statistics.

State	1957	1958
	(*actual cases*)	
Utah	109,834	44,713
Wash., Ore., Idaho	67,379	82,337
California	4,940,034	2,173,673
Other states	2,500	43,750
U. S. Total	5,119,747	2,344,473

1958 Pack of Sweet Cherries

The 1958 pack of canned sweet cherries totaled 1,508,325 actual cases compared with the 1957 pack of 1,502,847 cases, according to a report by the N.C.A. Division of Statistics.

State	1957	1958
	(*actual cases*)	
Michigan	165,128	315,465
Wash., Ore., Idaho	785,531	919,774
California	544,329	236,071
Other states	7,859	37,015
U. S. Total	1,502,847	1,508,325

1958 Turkey Crop

Farmers are raising about 78 million turkeys this year, 4 percent less than in 1957, according to a preliminary estimate by the Crop Reporting Board of USDA. About 3 percent less heavy breeds and 9 percent less light breed turkeys are being raised this year.

Treatment of Cannery Waste

S. A. Ebbert, food technologist from the N.C.A. Washington Research Laboratory, presented a general discussion on "Waste Treatment in the Canning Industry" at the annual short course of the Maryland-Delaware Water & Sewage Association September 12.

Brief consideration was given to the water requirements and wastes of the canning industry and more detailed emphasis was given to the current methods of treatment. The advantages of present practices were highlighted and colored slides were used to illustrate details.

The methods of treatment which were discussed were mechanical treatment, chemical treatment, biological treatment, and land disposal methods.

Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of August has been reported by the Agricultural Marketing Service of USDA at 175,590,000 pounds, including quantities for defense.

CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION, AUGUST, 1958

	3 Lbs. & over	Under 3 Lbs.	Total
	(*thousands of pounds*)		
Luncheon meat	13,357	13,419	26,776
Canned hams	18,694	274	18,968
Beef hash	284	6,971	7,255
Chili con carne	665	13,836	14,501
Vienna sausage	367	5,305	5,672
Frankfurters and wieners in brine	12	41	53
Deviled ham	.....	806	806
Other potted and deviled meat products	.....	4,336	4,336
Tamales	101	1,905	2,006
Sliced, dried beef	42	310	351
Chopped beef	.....	1,229	1,229
Meat stew	145	7,159	7,304
Spaghetti meat products	255	12,410	12,665
Tongue (not pickled)	48	66	114
Vinegar pickled products	720	1,545	2,265
Sausage	.....	743	743
Hamburger	470	3,130	3,600
Soups	2,315	24,773	27,809
Sausage in oil	683	424	1,107
Tripe	.....	389	389
Brains	.....	270	270
Loins and picnics	3,397	291	3,688
All other products 20% or more meat	388	6,313	6,701
All other products less than 20% meat (except soup)	726	23,777	24,503
Total all products	42,667	129,721	172,388

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 175,590 thousand pounds.

Stocks of Canned Pineapple and Pineapple Juice

	Carry-over month	Total Supply 1956-57	Total Supply 1957-58	Canners' Stocks, Aug. 31 1957	Canners' Stocks, Aug. 31 1958	Season Shipments to Aug. 31 1957	Season Shipments to Aug. 31 1958
		(*thousands of actual cases*)					
Pineapple	June	19,240	18,566	14,267	12,292	4,973	6,274
Pineapple juice	June	13,824	12,867	11,533	7,949	2,291	4,918

Source: Pineapple Growers Association of Hawaii.

The Farmer

The September 20 issue of the Minnesota edition of *The Farmer* magazine featured canned foods in the Family and Home section.

The article, "Meals at your Finger Tips" by Matilda Towne, home editor, began, "Canned foods come in mighty handy on busy days. Prepare one of these easy-to-fix and good-to-eat dishes from your 'quick-fix' can shelf." Miss Towne gives eight recipes, in which the following canned foods are used: corn, stewed tomatoes, chopped ham, mixed vegetables, condensed mushroom soup, corned beef, pork and beef luncheon meat, peas, green beans, Vienna sausage, lima beans, catsup, tomatoes, salmon, carrots, ham, and chow mein noodles.

Shown in the black and white photograph illustrating the article is Mrs. Lester Jolly of Wilkin County, Minn. She is preparing "one of her favorite canned vegetable combinations, corn and tomatoes."

The Farmer is published semi-monthly with a circulation of over 265,000.

MSSA Requirements for Canned Foods

Tentative requirements for canned blackberries, pears, tomato juice, and pumpkin from the 1958 pack to meet the needs of the armed forces have been announced by the Military Subsistence Supply Agency, 226 W. Jackson Blvd., Chicago 6, Ill.

Procurements of blackberries and pumpkin will be made by the Chicago Military Subsistence Market Center, 226 W. Jackson Blvd., Chicago 6, Ill.

Procurements of pears and tomato juice will be made by the Oakland Military Subsistence Market Center, 2155 Webster St., Alameda, Calif.

Item	Grade	Type and style	Can Size	Quantity (pounds)	Quantity (cases)
Blackberries, water pack	A (Fancy) or B (choice)	.....	No. 303	112,000	4,667
Pears (Bartlett), heavy syrup, halved or quartered	A (Fancy) or B (Choice)	Type 1, Style 1 or 2	No. 2½	4,103,000	94 322
			No. 10	13,524,000	330,799
Tomato juice	A (Fancy)	.....	No. 3 cyl.	42,050,710	1,148,927
Pumpkin	A (Fancy)	.....	No. 2½	2,650,000	60,920

What's New in Home Economic

A pictorial article entitled "The History of Canned Foods" and an article "Modern Ways with Canned Fruits" were included in the September issue of *What's New In Home Economics* magazine. The nationally distributed magazine goes to teachers in junior and senior high schools, college home economics teachers, and home economists in extension, business and other fields.

The photographs for the article on the history of canning were supplied by the American Can Company. Yesterday and today were compared in photos showing an early cannery and a modern cannery. Today's canning plant illustration was flanked by a picture of growing corn and a research laboratory scene. The notation with these said, "Because canned products are only as good as the basic quality that goes into them, great care and attention is given to growing the raw product. New strains are constantly being developed that will result in better canned food," and "Today, modern research and development has brought a wide variety of foods and a full measure of convenience to homemakers everywhere. Today, good, nutritious foods, and foods without season, are available to shoppers wherever they may live and wherever they may shop." Pictures of grocery stores show the difference in the number of canned foods available yesterday and today.

In her section "What's New's Encyclopedia of Today's Foods," Food Editor Frederica L. Beinert discusses fruits. Introducing the article "Modern Ways With Canned Fruits," she says, "The modern ways with canned fruits are right in tune with the trend toward more and more convenience foods, more foods that are instantly ready for use. And that today's canned fruits meet these requirements is indicated by the fact that the average per capita consumption of these foods is 47 percent greater than 20 years ago. Greater, too, is the variety of types and kinds of canned fruit packed to satisfy modern tastes."

The article suggests using canned fruits in fruit combinations as "an accompaniment," and as recipe ingredients. These statements are made:

"Because of their ready-to-use convenience canned fruits have a multitude of modern recipe ingredient menu uses;"

"Canned fruits are practically instant pie fillings and pudding bases;"

"Still another modern way with canned fruit is a revival of interest in serving savory hot fruit as garnish or accompaniment to the main course at dinner;" "Not to be forgotten are today's popular jellied fruits—served as salad or dessert."

Salute to Canned Foods on TV

The Prudence Penny television show for homemakers on WBAL-TV, Baltimore, Md., opened for the season with a salute to canned foods and the canning industry. The show was off the air during the summer months but resumed broadcast on Friday, September 19, with Katherine R. Smith, Director of the N.C.A. Consumer Service Division, as guest.

The numerous advantages of canned foods, such as economy, quality, convenience and ease of preparation, were discussed. Miss Smith prepared a planked meal using canned vegetables and fruit on the show and made additional meal suggestions for using canned foods. The station offered its viewers copies of the N.C.A. book *So Easy Recipes and So Good, Too.*

Salute to Home Makers

In observance of "September is Canned Foods Month," Mark Evans of Washington's radio and TV Station WTOP presented N.C.A. Secretary Carlos Campbell as guest speaker on the program "Salute to Better Home Making," in Washington September 23.

The audience of about 150 consisted of groups from several of the women's clubs in the Washington area. Mr. Campbell discussed the convenience, variety, economy and various other public service values of canned foods. In his remarks on quality he built his theme around the Convention slogan, "Nature's Best is Better Canned." Highlights of his comment were taped and played back on the air in Mr. Evans' regular broadcast the following day.

Family Weekly

"*Family Weekly* pays tribute in this issue to September—Canned Foods Month." This heading appears with the article "Canned Convenience" by Melanie De Proft, food editor, in the September 28 issue of the magazine. *Family Weekly* is one of the big four Sunday magazines distributed nationally with city newspapers.

Miss De Proft's article features eight recipes, each using one or more canned foods. Pineapple Delight Pie, using canned crushed pineapple, is shown in an attractive black and white photograph. Other recipes are Hot Sardine Canapes using sardines, Grapefruit sherbet with canned grapefruit juice, Pear Pudding De Luxe with canned pears, Spicy Orange-Bologna Roll with canned tomato sauce, Swiss Green Beans with canned green beans, Scalloped Tomatoes with canned tomatoes, and Tun-Mac Salad including tuna, ripe olives and pimientos.

Canned Foods in Civil Defense

Twenty-two radio broadcasts were made during July pointing up the safety and desirability of canned foods as an emergency supply in the event of atomic attack. They were made from stations in Winslow, Ariz.; Santa Cruz, Calif.; Wilmington, Del.; Fort Pierce and Homestead, Fla.; Sandpoint, Idaho; Elkhart, Portland, and Salem, Ind.; Ruston and Vivian, La.; Detroit, Mich.; Morris and Pine City, Minn.; Charleston, Dexter, and Mountain Grove, Mo.; Alliance, Grand Island, and Kearney, Nebr.; Fallon, Nev.; and Greenville, S. C., with total estimated listening audience of 770,000.

The program consisted of a radio interview between Katherine R. Smith, Director of the N.C.A. Consumer Service Division, and Nelson H. Budd, Director of the Information Division, recorded some time ago for distribution on "Air Mail Personal," a show syndicated by Dudley-Anderson-Yutzy, the public relations counsel acting for N.C.A. in its Consumer and Trade Relations Program.

The interview described the nuclear tests of canned foods conducted by the N.C.A. Research Laboratories for the Federal Civil Defense Administration on the Nevada test site in 1955, spoke of their favorable showing, and advised housewives regarding safe handling and use of exposed food packages.

Economy in August Continues Uptrend from the 1958 Lows

The economy during August continued its recovery from the lows of last spring. Virtually all of the economic indicators reflected increased economic activity over July.

Consumer incomes rose a little. Civilian employment was up about 200,000, the usual amount for August, with the unemployment rate after seasonal adjustment about the same as in April and May, amounting now to 7½ percent of the civilian labor force.

Retail sales in August climbed about 1 percent from July, with the pickups concentrated in nondurable goods and services. Factory production rose 2 percent in August. The rise in manufacturers' new orders reflects in part an increase in federal government programs and purchasing. Order placement for major military procurement items was accelerated, especially in the second quarter of this year. Federal expenditures during the fiscal year ending June 30, 1959, are expected to total $7 billion more than during the last fiscal year.

The increase in manufacturers' new orders began in May, and the decline in the backlog of orders was ended as the flow of new business has recently matched the volume of shipments. Following the substantial inventory liquidation of the first half of the year at an annual rate of between $8 and $9 billion, this drag on production has now lessened. The continued inventory decline coupled with rising business sales brought the inventory-sales ratio back to that of a year ago.

Expenditures for new plant and equipment in the second quarter again fell below the projections by business. Expectations for the second half are for some firming of this segment of demand, with an increase in capital spending scheduled for the last quarter of 1958.

Construction outlays increased, mostly in private residential buildings, for which the principal factor for a time was the more liberal financing terms available. Some stiffening of interest rates has developed in recent weeks, however.

ECONOMIC FACTORS AFFECTING AGRICULTURE

	Aug. 1958	Change from Month ago (percent)	Year ago (percent)
Personal income ($ billion)	355.6	(a)	+1
Sales, retail ($ million):			
Total	16,922	+1	−1
Durable goods	5,322	+2	−7
Nondurable goods	11,605	+4	+1
Employment (millions):			
Total	65.4	(a)	−2
Nonagricultural	58.7	0.0	−2
Unemployment (millions)	4.7	−11	+81
Industrial production (1947–49=100):			
Total	137	+2	−6
All manufactures	139	+1	−5
Durable goods	144	+2	−12
Nondurable goods	134	+2	+2
Construction outlays ($ million)	4,120	+2	+2

(a) Less than one-half of 1 percent.

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